

Amendments to and Listing of the Claims:

Please amend claim 17 as follows:

1-2. (cancelled)

3. (previously presented) A system for delivering customized web pages to users, said system comprising:

at least one content server that stores web page content for a plurality of web pages;

a centralized demographic server that retrieves demographic information via direct input from a user, the demographic information preserving the anonymity of the user; and

a computer associated with the user that stores the demographic information input by the user,

wherein said content server directs the user to said demographic sever for input of the demographic information, and

wherein said content server utilizes the stored demographic information from the computer to customize at least one web page request by the user.

4. (previously presented) A system as recited in claim 3, wherein said content server produces a customized web page for the user based on the retrieved particular demographic information.

5. (cancelled).

6. (previously presented) A system as recited in claim 3, wherein said content server delivers the customized web page to the user on the computer associated with the requesting user.

7-8. (cancelled).

9. (previously presented) A system as recited in claim 3, wherein the requesting user controls the demographic information that is stored on the computer associated with the user.

10-12. (cancelled).

13. (original) A system as recited in claim 3, wherein a plurality of different content servers are able to utilize the demographic information stored at said centralized demographic server.

14. (previously presented) A system as recited in claim 3,

wherein at least one other content server receives and utilizes the demographic information from the computer to customize a web page.

15. (previously presented) A computer-implemented method for utilizing demographic information over a network of computers, said method comprising the acts of:

accessing a central demographics server via the network to retrieve demographic information pertaining to a registered user, by direct user input, wherein the demographic data preserves the anonymity of the user;

storing the demographic information on a computer associated with the registered user; and

issuing a request from the registered user to receive a web page from a content server via the network, the request specifying the web page and having the demographic information corresponding to the registered user.

16. (original) A computer implemented method as recited in claim 15, wherein the retrieved demographic information is appended to, part of or provided with the request.

17. (currently amended) A computer implemented method as recited in claim 15, wherein said accessing is initiated by a the content server.

18. (cancelled)

19. (previously presented) A computer implemented method as recited in claim 17, wherein said method comprises:

customizing, at the content server, the web page for the particular registered user based on the retrieved demographic information.

20. (previously presented) A computer implemented method as recited in claim 17, wherein the content server is the demographics server.

21-30. (cancelled)

31. (previously presented) A method for customizing web pages provided over a network comprising:

(a) receiving, at a server computer, a page request issued by a requestor over the network from a requestor's computer;

(b) retrieving demographic information corresponding to the requestor, wherein the demographic information was previously directly input by the requestor to a demographic server, wherein the demographic information is stored on the requestor's computer, and wherein the demographic information does not reveal the requestor's identity; and

(c) in response to the page request, customizing a web page to be displayed on the requestor's computer based on the demographic information.

32. (previously presented) The method of claim 31 further comprising:

(d) transmitting the customized web page to the requestor's computer for display thereon.

33. (previously presented) The method of claim 31, wherein the demographic information is stored on the requestor's computer in the form of a cookie.

34. (previously presented) The method of claim 31, wherein no personal identifying information about the requestor is stored on the requestor's computer.

35. (previously presented) The method of claim 31, wherein the demographic information corresponding to the requestor is supplied by the requestor in response to questions posed to the requestor by the demographics server.

36. (previously presented) The method of claim 31, wherein the demographic information is encrypted before being provided to the server computer.